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JAN '81

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NUMBER 225 JANUARY 1981

# MAD

NUMBER ONE IN A FIELD OF ONE

*"After listening to all the campaign speeches, it's easy to see why they call Politics 'the most promising of careers'!"*
—Alfred E. Neuman

William M. Gaines *publisher* Albert B. Feldstein *editor*
John Putnam *art director* Leonard Brenner *production*
Jerry De Fuccio, Nick Meglin *associate editors*
Contributing Artists and Writers
*the usual gang of idiots*

BRITISH EDITION

RON LETCHFORD *publisher & editor*
CLIVE CHARLES *subscriptions*

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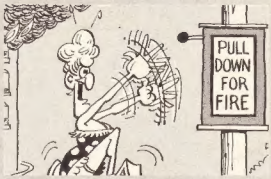


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Printed in Finland.

# MAD MAIL

Dear Mad,
I've only been reading MAD for some six months and am not so experienced as others (if there are any suckers who read MAD for more than six months!) and I have a couple of questions:
Who is the dumb kid with buck teeth and freckles?
What the h.ll is a 'klutz'?
Lewin Tuckwell
South Wirral

*That 'Dumb Kid' is Alfred E Neuman, and he aint so dumb either! Seriously though, Alfred has been with us for more years than either of us will admit. He started life in an advert for a dentist in Topeka, U.S.A. way back in 1910 and has put in an appearance on our front covers since number 1 issue hit the bookstands.*
*A 'Klutz' is someone who is a 'dummy', an idiot, or even someone who doesn't know who Alfred E Neuman is!*

### HELP

Dear mad,
Can any reader help with 168 (Jaws). I am willing to pay a price for it!
Michael Sheppard
14 Granvill Avenue
Ramsgate, Kent

Dear Mad,
I am trying to buy issues 1-170 of your truly spectacular, lovely wonderful, funny, original (get off the floor, Nick) publication. Can any of your readers help me, I am willing to sell my Grandmother to pay for them!
Nick Blanchard
55 High Street
Hampton, Middx.

Dear Mad,
I have lately been toying with the idea of sending you a letter, but then I thought, why should I? They never write to me!
Anyway, enough of this mild mannered mirth, the reason for my writing is a plea more than anything else. I am trying to get back issues of MAD from 164 to 181 excluding 177 and 178. If any reader is willing to part with these issues I would like to hear from them.
By the way, I thought Don Martin's sound effects in 213 were really Schloppfst!!
Roy Wilson
7 Hambleton View
Thirsk
N. Yorks

### STAR BLECCH, THE MOVIE?

Dear Mad,
I enjoyed "Star Blecch" very much. There was, however, one minor error. Twice ten to the sixth power is not ten to the twelfth power. It is ten to the eighth power. Ten to the twelfth power is ten to the sixth power times ten to to the sixth power or ten to the sixth power squared.
Stuart Rankin
Kelsey

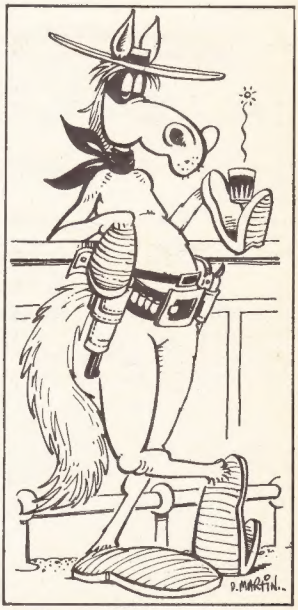
Dear Mad,
"Thanks" Mort Drucker and Dick De Bartelo, from a Trekkie who *did* notice Gene Roddenberry upside down!
David L Volger
Centerville

Dear Mad,
Your satire of "Star Trek" is justified by the fact that if all special effects seen in the movie were minimized, or left out, there wouldn't be any movie. What is the significance of the upside down Gene Roddenberry? Is it to illustrate the direction he felt the movie was taking?
Katherine Ebron
Fayetteville

### MARTIN LOOKS AT THE LONE RANGER

Dear Mad,
Don Martin at his best yet again! though I'm of the opinion that Silver showed the Lone Ranger at his worst!
George Wright
Hackney

Dear Mad,
"The Lone Ranger" had horse sense, horse laughs and horse power! Let's see more of Don's whinnying ways.
Erin Yvonne Lane
Arcadia




**Silver Outranges The Lone Ranger**

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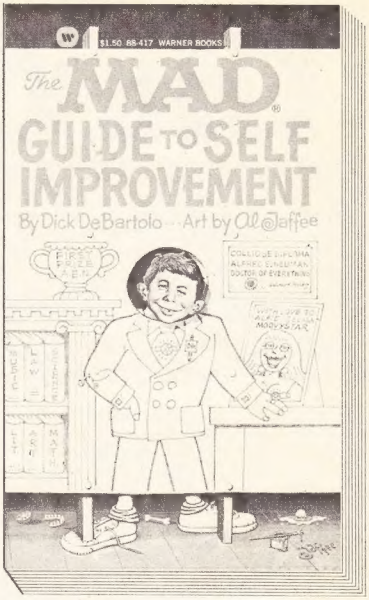


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208 Battlestar Gallactica
209 Superman
210 Mork & Mindy
211 Bodysnatchers
212 Coronation Street
213 Vague-$
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CRASHING BORES DEPT.

Everybody loves television programs about Cops and Robbers . . . but there's a popular TV program on the air that has us worried! It's about Cops that ARE Robbers! Well, maybe not exactly . . . but it does show people in charge stealing, and citizens breaking all kinds of laws and getting away with it! After all, television should really entertain us! It shouldn't force us to face what we see all around us in everyday life! Yep, we're talking about

# THE DOPES OF HAPHAZZARD

**HERE WE GO WITH ANOTHER STORY ABOUT THEM DOPE BOYS OF HAPHAZZARD COUNTY! TONIGHT'S EPISODE SHOULD GO DOWN ABOUT AS SMOOTH AS A JUG OF BLACK STRAP MOLASSES . . . AND HAVE THE SAME EFFECT: MAINLY, IT'S GONNA MAKE YOU SICK TO YOUR STOMACH! IN CASE YOU'RE NOT FAMILIAR WITH THE FOLKS OF HAPHAZZARD COUNTY, YOU'RE LUCKIER THAN A PIG THAT'S OWNED BY A KOSHER FARMER! BUT, FOR THE SAKE OF THE STORY, LET ME INTRODUCE THEM . . . .**

**THAT'S BOSS SLOB! HE OWNS THE TOWN! HE'S DECEITFUL, DISHONEST, A CROOK, A CHEAT AND A CON ARTIST! HE'S ALSO A POLITICIAN . . . BUT THAT'S REDUNDANT!**

**THE FELLOW TALKING TO BOSS SLOB IS SHERIFF BOSCO G. GOLDRAIN! THE SHERIFF IS A BUMBLING IDIOT LAW OFFICER! F'RINSTANCE, SLOB TOLD HIM TO POLISH UP HIS GUN . . . AN' THAT'S JUST WHAT HE'S DOING!**

**THE OTHER GUY'S THE SHERIFF'S ASSISTANT, ANUS! HE ASSISTS THE SHERIFF IN BEING A TOTAL SCREW-UP! BUT HE'S SMARTER THAN THE STUPID SHERIFF! HE'S NOT DUMB ENOUGH TO BE USING SHOE POLISH TO SHINE HIS GUN!**

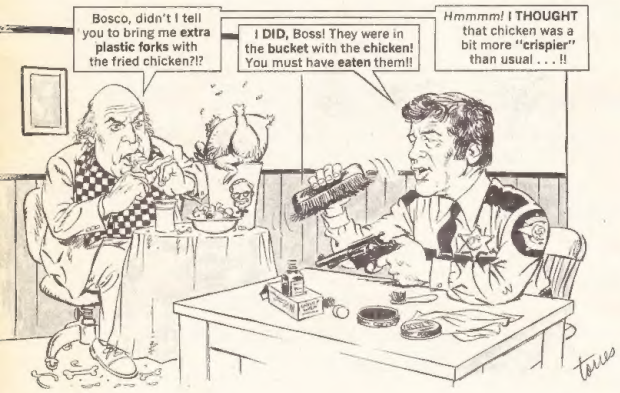
**LIKE THE EXOTIC DANCER SAID WHEN SHE TOOK OFF THE FIRST FLIMSY LAYER OF CLOTHES . . . "FOLKS, YOU AIN'T SEEN NUTHIN' YET!" NOW LET'S MEET THE MEMBERS OF THE DOPE FAMILY!**

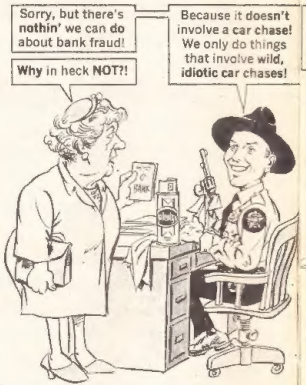
**THAT'S LOVEABLE OLD UNCLE JAZZY! HE'S SO OLD AND LOVEABLE THAT, SOMETIMES, YOU REALLY WANT TO JUST SQUEEZE HIM . . . TIGHT AROUND HIS NECK, WITH YOUR BARE HANDS!**

**THAT'S DIZZY DOPE! SHE'S NOT A GOOD-ENOUGH ACTRESS TO APPEAR IN FEATURE-LENGTH MOVIES, SO THEY PUT HER IN SHORTS . . . SHORTS THAT ARE CUT RIGHT UP TO THE NETWORK CENSOR'S LIMITS!**

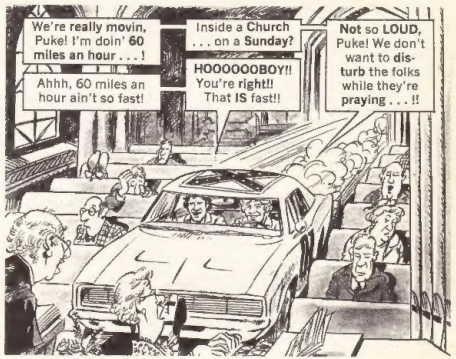
**AND STANDING IN FRONT OF THAT TREE IS ME! WELL, YOU DON'T SEE ME IN THE REAL TV VERSION, EITHER! I'M WHAT YOU CALL THE NARRATOR!**

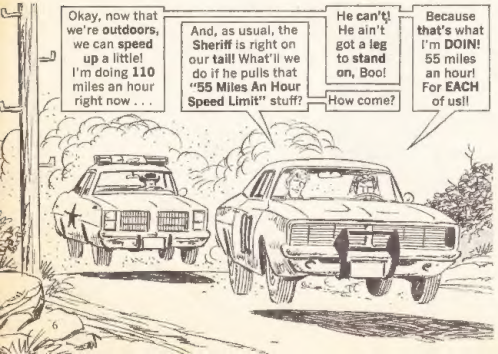
**NOW IT'S TIME TO MEET THE DOPE BOYS, BOO AND PUKE! AS USUAL, THEY'RE DRIVING THEIR SOUPED-UP CAR DOWN SOME DESERTED RURAL HIGHWAY FASTER THAN A GREASED RATTLE-SNAKE GOING DOWNHILL ON AN ICY ROAD WITH AN 80-MILE WIND AT ITS BACK!**

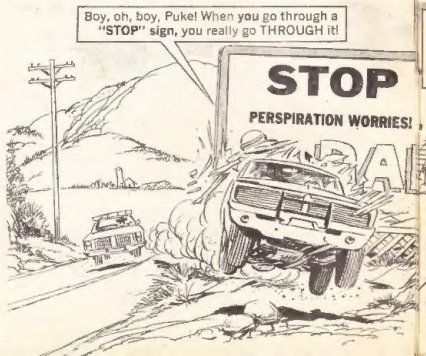

Bosco, didn't I tell you to bring me extra plastic forks with the fried chicken?!?
I DID, Boss! They were in the bucket with the chicken! You must have eaten them!!
Hmmmm! I THOUGHT that chicken was a bit more "crispier" than usual . . . !!

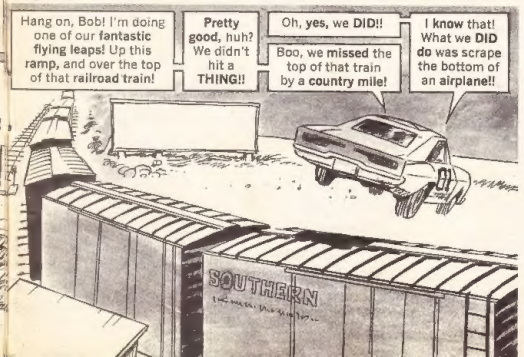

Sorry, but there's nothin' we can do about bank fraud!
Why in heck NOT?!
Because it doesn't involve a car chase! We only do things that involve wild, idiotic car chases!

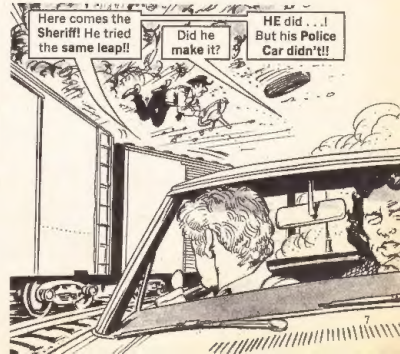
Y'know, Dizzy, you're a big girl, now! It's about time I talked to you about the birds and the bees!
That's really GREAT, Uncle Jazzy! I'm just so sick and tired of hearing the boys talk to me about SEX!!


We're really movin, Puke! I'm doin' 60 miles an hour . . . !
Ahhh, 60 miles an hour ain't so fast!
Inside a Church . . . on a Sunday?
HOOOOOOBOY!! You're right!! That IS fast!!
Not so LOUD, Puke! We don't want to disturb the folks while they're praying . . . !!


Okay, now that we're outdoors, we can speed up a little! I'm doing 110 miles an hour right now . . .
And, as usual, the Sheriff is right on our tail! What'll we do if he pulls that "55 Miles An Hour Speed Limit" stuff?
He can't! He ain't got a leg to stand on, Boo!
How come?
Because that's what I'm DOIN! 55 miles an hour! For EACH of us!!

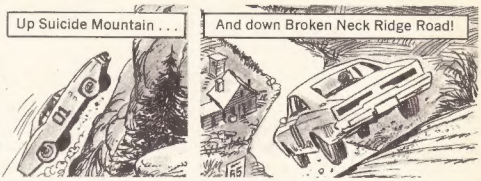


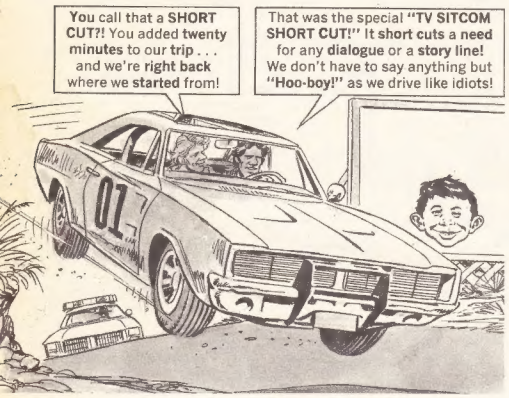


Hang on, Bob! I'm doing one of our fantastic flying leaps! Up this ramp, and over the top of that railroad train!
Pretty good, huh? We didn't hit a THING!!
Oh, yes, we DID!!
Boo, we missed the top of that train by a country mile!
I know that! What we DID do was scrape the bottom of an airplane!!
SOUTHERN

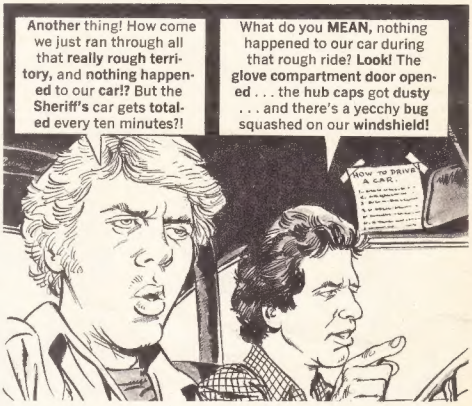


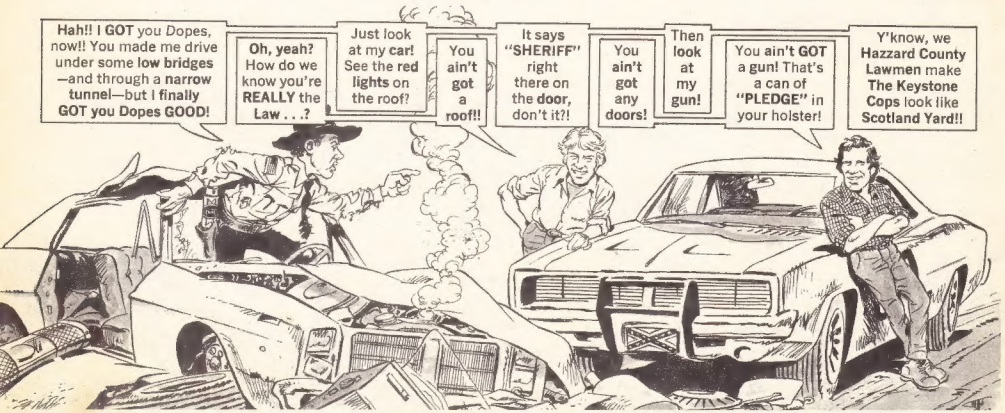
Hoo-boy! Here comes Anus in another new Police Car . . .!
We already wrecked six Police Cars this morning! How in heck does the town PAY for all those cars?
That's simple! A speeding ticket in this town carries a $75,000 fine!
Hey, no wonder we never let 'em catch us!!

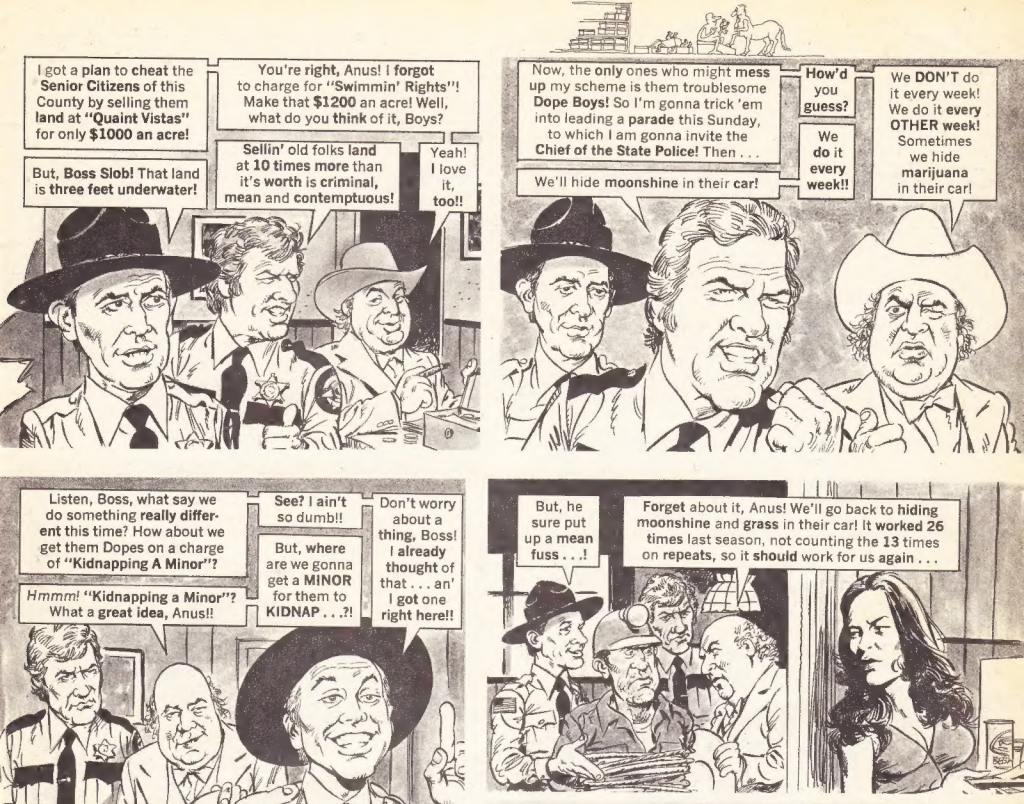
What do you say we take one of our famous SHORT CUTS . . .
Through Yucky Swamp . . .
Across Falling Boulder Breach . . .

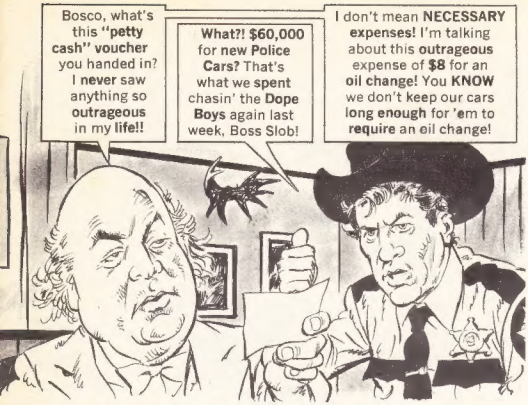

Up Suicide Mountain . . .
And down Broken Neck Ridge Road!


You call that a SHORT CUT?! You added twenty minutes to our trip . . . and we're right back where we started from!
That was the special "TV SITCOM SHORT CUT!" It short cuts a need for any dialogue or a story line! We don't have to say anything but "Hoo-boy!" as we drive like idiots!


Another thing! How come we just ran through all that really rough territory, and nothing happened to our car!? But the Sheriff's car gets totaled every ten minutes?!
What do you MEAN, nothing happened to our car during that rough ride? Look! The glove compartment door opened . . . the hub caps got dusty . . . and there's a yecchy bug squashed on our windshield!
HOW TO DRIVE A CAR


Hah!! I GOT you Dopes, now!! You made me drive under some low bridges —and through a narrow tunnel—but I finally GOT you Dopes GOOD!
Oh, yeah? How do we know you're REALLY the Law . . .?
Just look at my car! See the red lights on the roof?
You ain't got a roof!!
It says "SHERIFF" right there on the door, don't it?!
You ain't got any doors!
Then look at my gun!
You ain't GOT a gun! That's a can of "PLEDGE" in your holster!
Y'know, we Hazzard County Lawmen make The Keystone Cops look like Scotland Yard!!


I got a plan to cheat the Senior Citizens of this County by selling them land at "Quaint Vistas" for only $1000 an acre!
You're right, Anus! I forgot to charge for "Swimmin' Rights"! Make that $1200 an acre! Well, what do you think of it, Boys?
But, Boss Slob! That land is three feet underwater!
Sellin' old folks land at 10 times more than it's worth is criminal, mean and contemptuous!
Yeah! I love it, too!!
Now, the only ones who might mess up my scheme is them troublesome Dope Boys! So I'm gonna trick 'em into leading a parade this Sunday, to which I am gonna invite the Chief of the State Police! Then . . .
How'd you guess?
We do it every week!!
We'll hide moonshine in their car!
We DON'T do it every week! We do it every OTHER week! Sometimes we hide marijuana in their car!
Listen, Boss, what say we do something really different this time? How about we get them Dopes on a charge of "Kidnapping A Minor"?
Hmmm! "Kidnapping a Minor"? What a great idea, Anus!!
See? I ain't so dumb!!
But, where are we gonna get a MINOR for them to KIDNAP . . .?!
Don't worry about a thing, Boss! I already thought of that . . . an' I got one right here!!
But, he sure put up a mean fuss . . .!
Forget about it, Anus! We'll go back to hiding moonshine and grass in their car! It worked 26 times last season, not counting the 13 times on repeats, so it should work for us again . . .
NOW THERE'S SOMETHING ELSE YOU SHOULD KNOW ABOUT DIZZY DOPE! SHE'S MORE THAN JUST A PRETTY TUSH—ER, FACE! SHE WORKS FOR BOSS SLOB! SHE DON'T MAKE MUCH . . . BUT SHE GETS TO KEEP ALL THE SECRETS SHE CAN OVERHEAR!
Puke and Boo, I hope you got on your ears! I'm talking to you on the special CB set we use on this show . . .!
You know . . . the CB set where no one ever touches a dial—but automatically only the proper people hear the conversation . . .!
Well, Boss Slob has a scheme he's going to pull! It's the SAME scheme he used in episodes 1, 3, 5, 7, 9, 11, 13, 15 & 17 . . .
Hey, Boss Slob is gonna hide moonshine in our car . . .!
And let the Chief of the State Police catch us with it!
Dizzy, do us a real big favor! Use your sexy feminine charms to stall Anus for us . . .!
What'll THAT do for you guys??
Not a thing! But it'll do a whole lot for the horny guys in the TV audience!

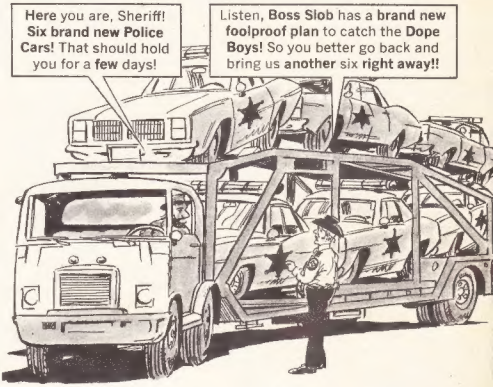

Bosco, what's this "petty cash" voucher you handed in? I never saw anything so outrageous in my life!!
What?! $60,000 for new Police Cars? That's what we spent chasin' the Dope Boys again last week, Boss Slob!
I don't mean NECESSARY expenses! I'm talking about this outrageous expense of $8 for an oil change! You KNOW we don't keep our cars long enough for 'em to require an oil change!

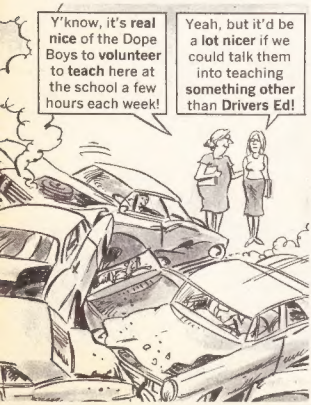
Anus, where you goin' with that moonshine??
Hey, I'm not pointing a finger at you, Anus!
Anus . . . be honest with me! What's the furthest you've ever gone with a girl?
Moonshine?! WHAT moonshine??
Dizzy, I KNOW you're not pointing a finger at me! It's what you ARE pointing at me that drives me crazy!
I once went all the way to the Alabama border!

**MEANWHILE, TO GET READY FOR THE PARADE, THE BOYS HAD THEIR CAR TUNED UP BY THEIR BUDDY, COOTIE, AN ACE MECHANIC WHO'LL FIX A CAR UP LIKE BRAND NEW AND CHARGE YOU A FAIR PRICE! THAT'S RIGHT, FOLKS! NOTHING IN THIS SERIES IS ANYTHING LIKE REALITY!**

Let's see, boys! I tuned it up . . . put in new spark plugs . . . piston rings . . . gaskets . . . ground the valves . . . and replaced the transmission! That'll be—uh—ten dollars!
Ten dollars?!?
Okay!! I was being greedy! Make it eight!

**BUT THE DOPE BOYS WEREN'T THE ONLY ONES GETTING READY FOR THE BIG SUNDAY PARADE!**


Here you are, Sheriff! Six brand new Police Cars! That should hold you for a few days!
Listen, Boss Slob has a brand new foolproof plan to catch the Dope Boys! So you better go back and bring us another six right away!!

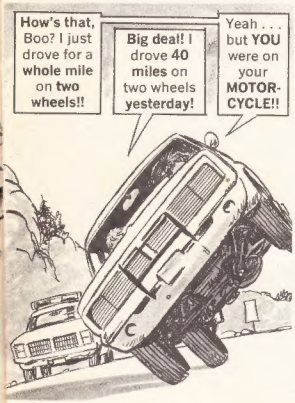

Y'know, it's real nice of the Dope Boys to volunteer to teach here at the school a few hours each week!
Yeah, but it'd be a lot nicer if we could talk them into teaching something other than Drivers Ed!

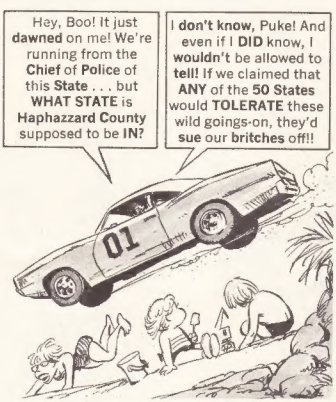
**WELL, THAT SUNDAY, THE DOPE BOYS DID LEAD THE PARADE! BUT . . . SO'S NOT TO TAKE ANY CHANCE OF GETTING CAUGHT WITH THE MOONSHINE IN THEIR CAR, THEY DID IT AT THEIR NORMAL SPEED!**

Hey, I thought the parade was going to start promptly at noon!
Well, it DID!
Then, where IS it? It's only a minute after twelve . . . ?!
It's over! You missed it! Went through here at 130 miles an hour!
Oh, I forgot! The DOPE BOYS were leading it!!

OF COURSE, THE CHIEF OF THE STATE POLICE, HAVING BEEN TIPPED OFF ABOUT THE MOONSHINE, WAS CLOSE ON THE DOPE'S TAILPIPE! BUT THE BOYS HAD A PLAN TO DIVERT THE CHIEF'S CAR TILL THEY COULD DUMP THE "SHINE!" THEY USED ONE OF THE CLEVER "FAKE SIGNS" SO POPULAR IN THIS SERIES . . .

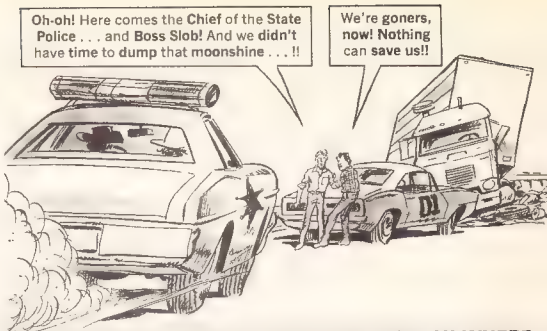
Well, that'll slow down the Chief of the State Police! But I see Anus and Bosco are following us in two new Police Cars, so we'll have to do some fancy driving!


How's that, Boo? I just drove for a whole mile on two wheels!!
Big deal! I drove 40 miles on two wheels yesterday!
Yeah . . . but YOU were on your MOTOR-CYCLE!!

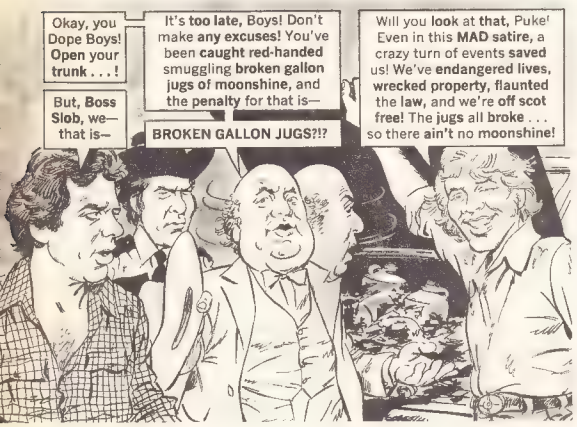

Hey, Boo! It just dawned on me! We're running from the Chief of Police of this State . . . but WHAT STATE is Haphazzard County supposed to be IN?
I don't know, Puke! And even if I DID know, I wouldn't be allowed to tell! If we claimed that ANY of the 50 States would TOLERATE these wild goings-on, they'd sue our britches off!!
01

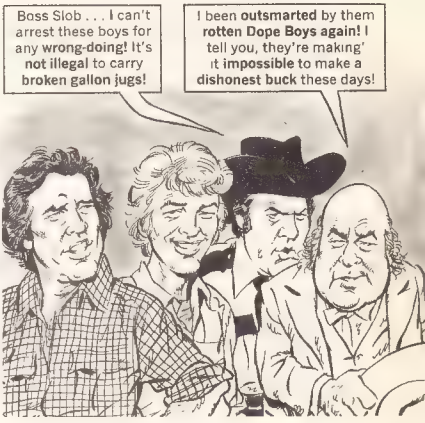
Hey, Boo! You know what we haven't done yet . . . ? We haven't done our famous and absolutely unbelievable "Shoot-The-Flaming-Arrow-Out-The-Window-At-110-Mile-An-Hour-And-Hit-The-Target-Perfectly" trick!

Oh, wow! That was something! A head-on collision with a trailer truck! We were doing 110 . . . and he was doing at least 55 . . . !!
We dented the grille, and we lost a hubcap!
How bad is the damage . . ?
Boy, this car's indestructible!
01

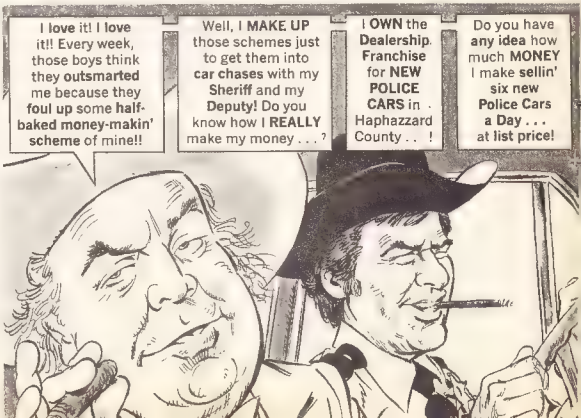

Oh-oh! Here comes the Chief of the State Police . . . and Boss Slob! And we didn't have time to dump that moonshine . . . !!
We're goners, now! Nothing can save us!!
01

**THIS IS ONE OF THOSE PLACES IN THE SHOW WHERE THEY USUALLY "FREEZE" THE PICTURE, AND GO TO A COMMERCIAL! WELL, SORRY, FOLKS, BUT THIS IS A MAGAZINE! YOU AREN'T LUCKY ENOUGH TO GET THAT SORT OF RELIEF! OUR STORY IS GONNA CONTINUE!!**


Okay, you Dope Boys! Open your trunk . . . !
But, Boss Slob, we—that is—
It's too late, Boys! Don't make any excuses! You've been caught red-handed smuggling broken gallon jugs of moonshine, and the penalty for that is—
BROKEN GALLON JUGS?!?
Will you look at that, Puke! Even in this MAD satire, a crazy turn of events saved us! We've endangered lives, wrecked property, flaunted the law, and we're off scot free! The jugs all broke . . . so there ain't no moonshine!

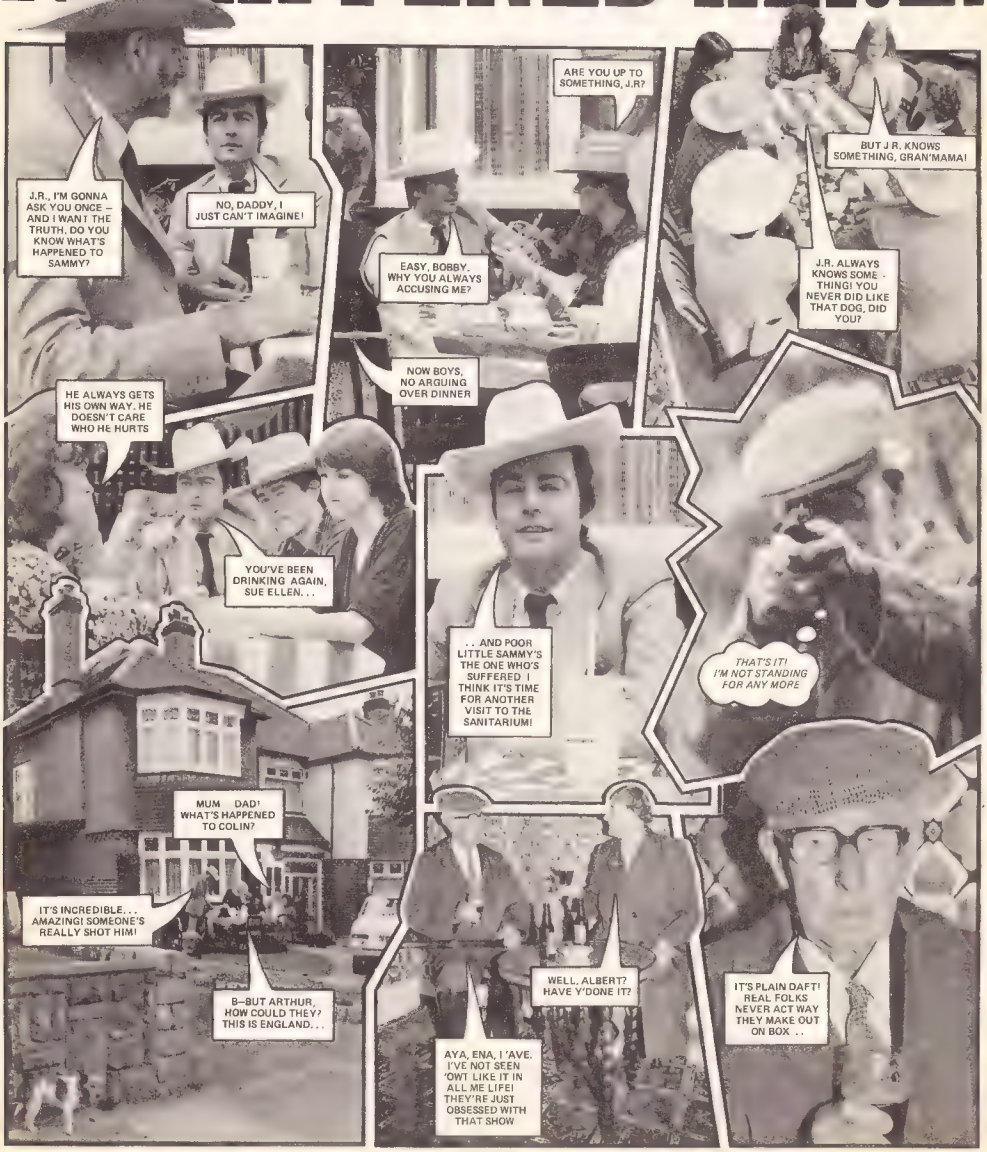

Boss Slob . . . I can't arrest these boys for any wrong-doing! It's not illegal to carry broken gallon jugs!
I been outsmarted by them rotten Dope Boys again! I tell you, they're makin' it impossible to make a dishonest buck these days!

Y'know, Puke, sometimes I feel a bit sorry for Boss Slob! I think that just once, it would be kinda nice if one of his sneaky plans worked out!
Oh, I don't know! HE gets paid for doing this show just like the rest of us! That's ENOUGH of a crime to get away with!!


I love it! I love it!! Every week, those boys think they outsmarted me because they foul up some half-baked money-makin' scheme of mine!!
Well, I MAKE UP those schemes just to get them into car chases with my Sheriff and my Deputy! Do you know how I REALLY make my money . . . ?
I OWN the Dealership. Franchise for NEW POLICE CARS in Haphazzard County . . !
Do you have any idea how much MONEY I make sellin' six new Police Cars a Day . . . at list price!

MISSELLE-ANEOUS DEPT.

# IT HAPPENED HERE!


J.R., I'M GONNA ASK YOU ONCE – AND I WANT THE TRUTH, DO YOU KNOW WHAT'S HAPPENED TO SAMMY?
NO, DADDY, I JUST CAN'T IMAGINE!
ARE YOU UP TO SOMETHING, J.R?
EASY, BOBBY, WHY YOU ALWAYS ACCUSING ME?
NOW BOYS, NO ARGUING OVER DINNER
BUT J.R. KNOWS SOMETHING, GRAN'MAMA!
J.R. ALWAYS KNOWS SOME-THING! YOU NEVER DID LIKE THAT DOG, DID YOU?
HE ALWAYS GETS HIS OWN WAY. HE DOESN'T CARE WHO HE HURTS
YOU'VE BEEN DRINKING AGAIN, SUE ELLEN...
.. AND POOR LITTLE SAMMY'S THE ONE WHO'S SUFFERED I THINK IT'S TIME FOR ANOTHER VISIT TO THE SANITARIUM!
THAT'S IT! I'M NOT STANDING FOR ANY MORE
MUM DAD! WHAT'S HAPPENED TO COLIN?
IT'S INCREDIBLE... AMAZING! SOMEONE'S REALLY SHOT HIM!
B–BUT ARTHUR, HOW COULD THEY? THIS IS ENGLAND...
AYA, ENA, I 'AVE. I'VE NOT SEEN 'OWT LIKE IT IN ALL ME LIFE! THEY'RE JUST OBSESSED WITH THAT SHOW
WELL, ALBERT? HAVE Y'DONE IT?
IT'S PLAIN DAFT! REAL FOLKS NEVER ACT WAY THEY MAKE OUT ON BOX ..

by NIGEL COOPER and JON MORGAN

HOSE JOB DEPT. PART I

# DON MARTIN LOOKS AT

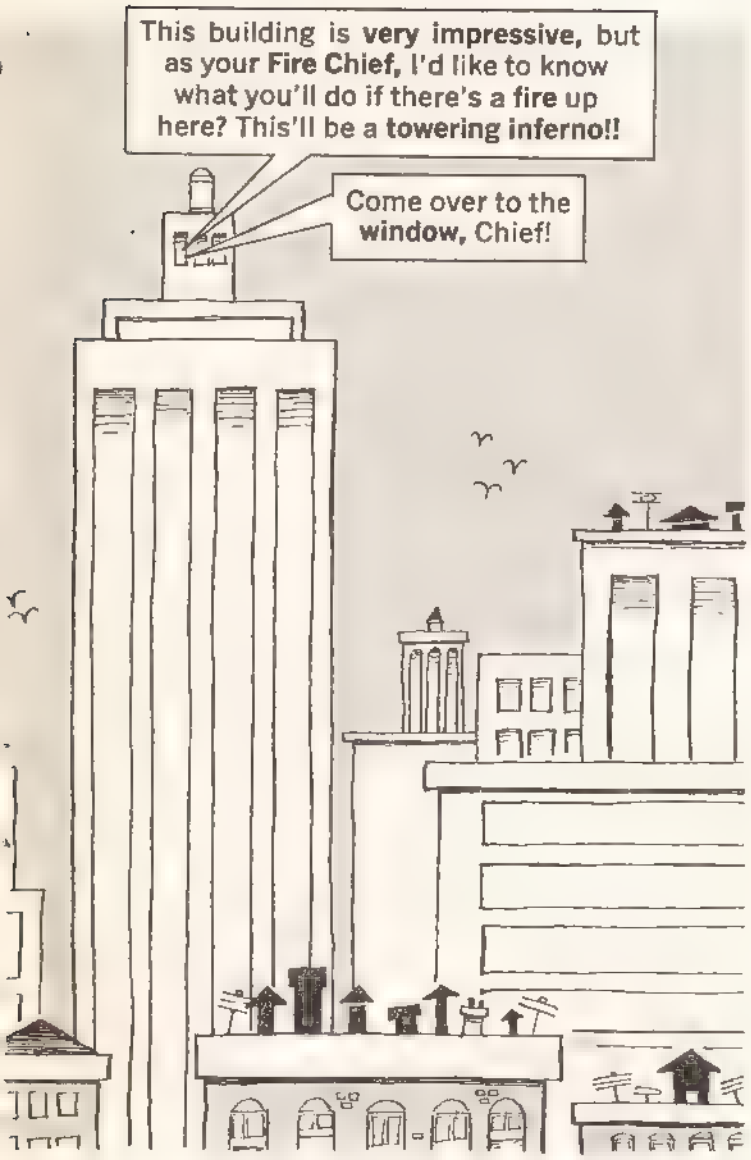
GRRRRRR...

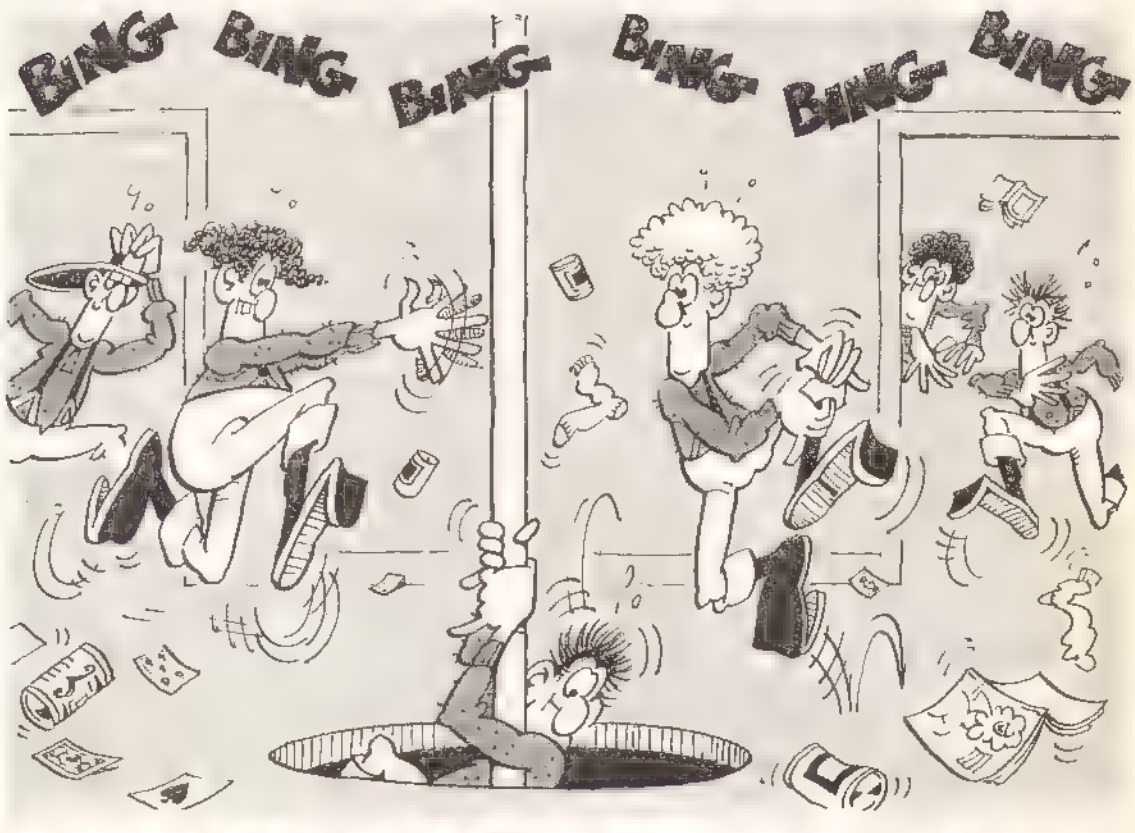
JUMP!! It's your ONLY CHANCE!!

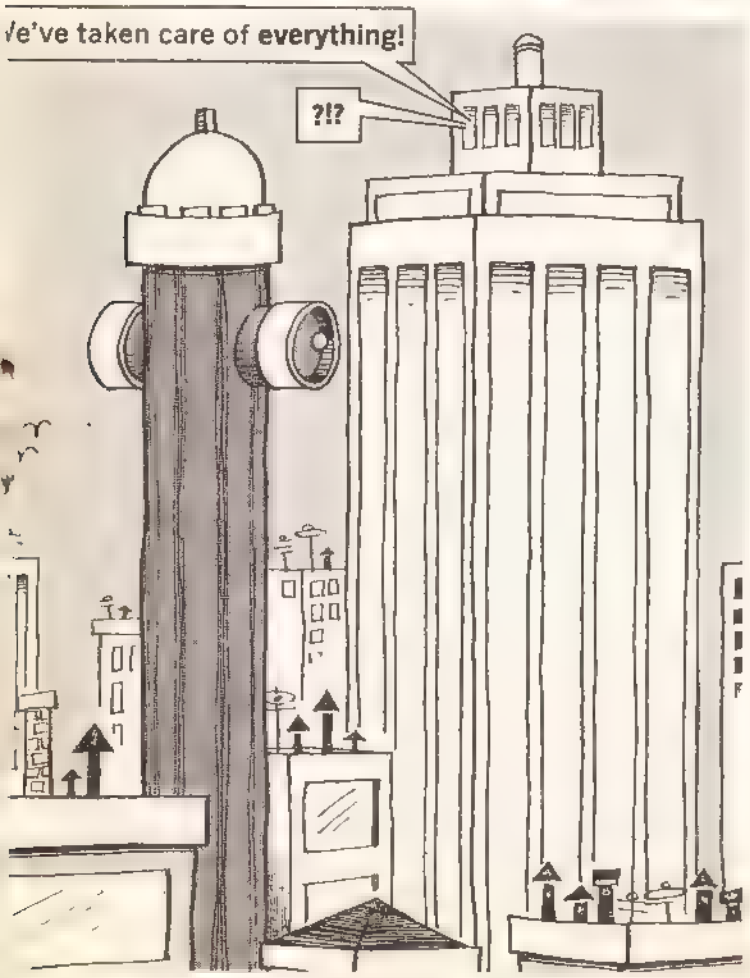
SKWAPPO

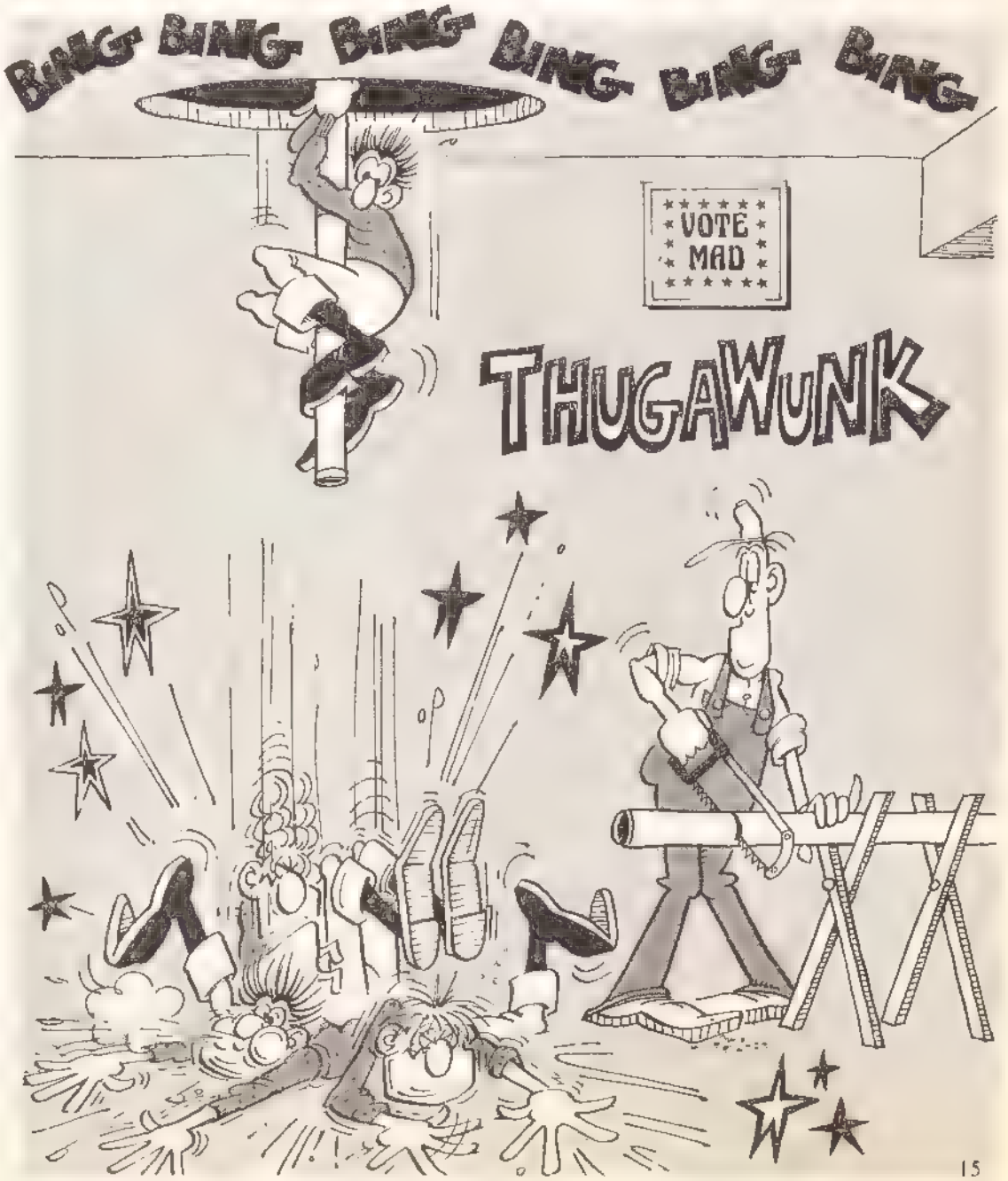
You were right! Now, "king" me!

# FIREMEN


This building is very impressive, but as your Fire Chief, I'd like to know what you'll do if there's a fire up here? This'll be a towering inferno!!
Come over to the window, Chief!


BING
BING
BING
BING
BING
BING


ve've taken care of everything!
?!?


BING
BING
BING
BING
BING
BING
VOTE MAD
THUGAWUNK

Get those numbers up there—quick!!

Right, Chief . . .

MAD'S OWN WRITE-IN CANDIDATE
Alfred E. Neuman for President

TAKE A NUMBER

Okay . . . ! Number SIX . . . !!

Fire out of control on the 38th floor! Do something!!

Roger! Wilco!

Clean out this hose! It's filled with mildew!

Right, Chief!

BING BING BING BING BING

SOAP

WEEOOOWEEEOOOOWEEEOOOO

GASHKLITZGA

BONG

Y'know . . . nobody likes a wise-ass!

SPAZOOOSH

SSSSSSSST

PULL DOWN FOR FIRE

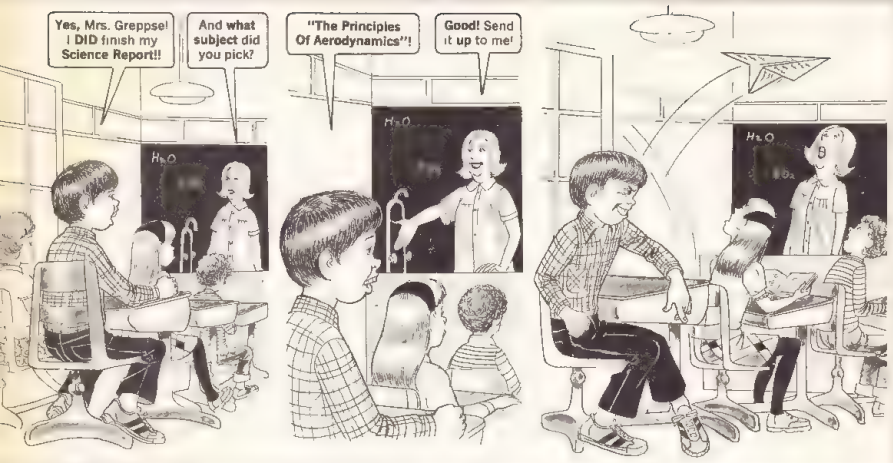
Man . . . where does all that WATER you're pumping in GO?!

PRESS

Beats me . . . !!

MOO'S WRITE-IN CANDIDATE Alfred E. Neuman * for * President

## SCHOOL


Yes, Mrs. Greppse! I DID finish my Science Report!!
And what subject did you pick?
"The Principles Of Aerodynamics"!
Good! Send it up to me!

## BUDGETS

I'm going to the Shopping Centre!
Oh, oh!
That means you're going on a wild spending spree, and you'll probably over-extend our budget again this month!
Don't be silly! I'm ONLY going WINDOW SHOPPING . . .
Well, that's a relief!
. . . so I'll only need FIFTY POUNDS!!

BERG'S-EYE VIEW DEPT.

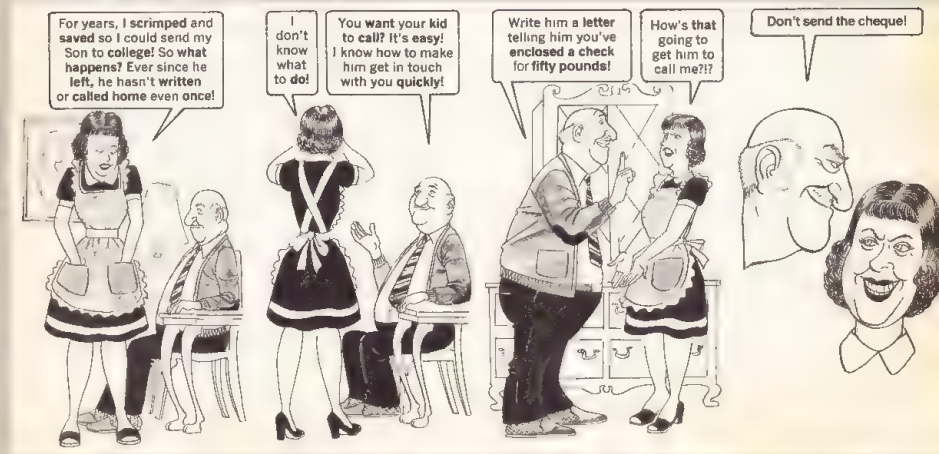
# THE LIGHTER SIDE OF...

ARTIST & WRITER: DAVE BERG

## THE ENVIRONMENT

Here we are in the woods . . . five miles from the nearest motorway, and thirty miles from the nearest city . . . !
There's no smog, no crowds, no pushing and shoving, no traffic jams, no graffiti, no fast-food joints . . . !
It's all so peaceful and quiet . . . with clean air and unpolluted water . . . !
Yeah .
CREEPY, isn't it!?!

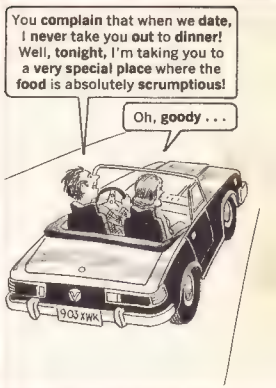
## PARENTS


For years, I scrimped and saved so I could send my Son to college! So what happens? Ever since he left, he hasn't written or called home even once!
I don't know what to do!
You want your kid to call? It's easy! I know how to make him get in touch with you quickly!
Write him a letter telling him you've enclosed a check for fifty pounds!
How's that going to get him to call me?!?
Don't send the cheque!

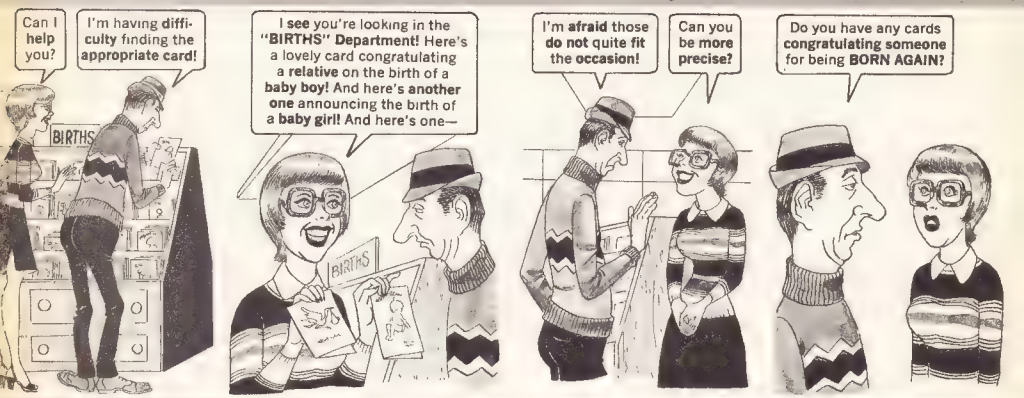
## SHOPPING

Wouldn't you know it!? I got everything at the Supermarket but the thing I went for! I have a memory like a sieve!!
I TOLD you to get a pad and to nail it up on the kitchen wall, and every time you need something, to WRITE IT DOWN!!
I DID all that!!
So . . . ? Where's the list?!?
On the kitchen wall . . . where you told me to PUT it!!

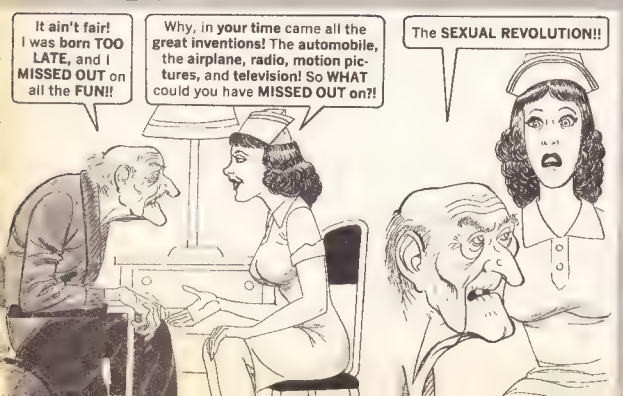
## DATING


You complain that when we date, I never take you out to dinner! Well, tonight, I'm taking you to a very special place where the food is absolutely scrumptious!
Oh, goody . . .
903 XWK

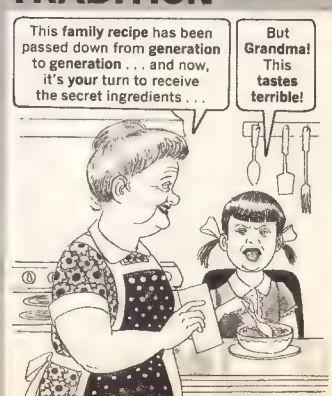
## GREETING CARDS


Can I help you?
I'm having difficulty finding the appropriate card!
BIRTHS
I see you're looking in the "BIRTHS" Department! Here's a lovely card congratulating a relative on the birth of a baby boy! And here's another one announcing the birth of a baby girl! And here's one—
BIRTHS
I'm afraid those do not quite fit the occasion!
Can you be more precise?
Do you have any cards congratulating someone for being BORN AGAIN?

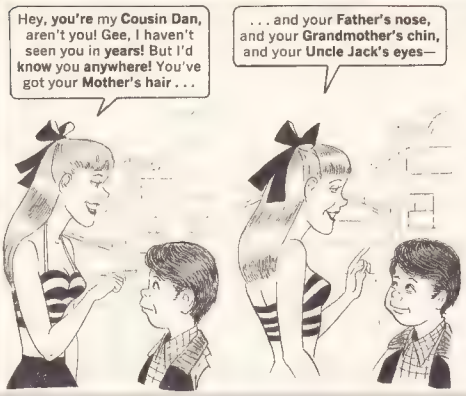
## OLD AGE


It ain't fair! I was born TOO LATE, and I MISSED OUT on all the FUN!!
Why, in your time came all the great inventions! The automobile, the airplane, radio, motion pictures, and television! So WHAT could you have MISSED OUT on?!
The SEXUAL REVOLUTION!!

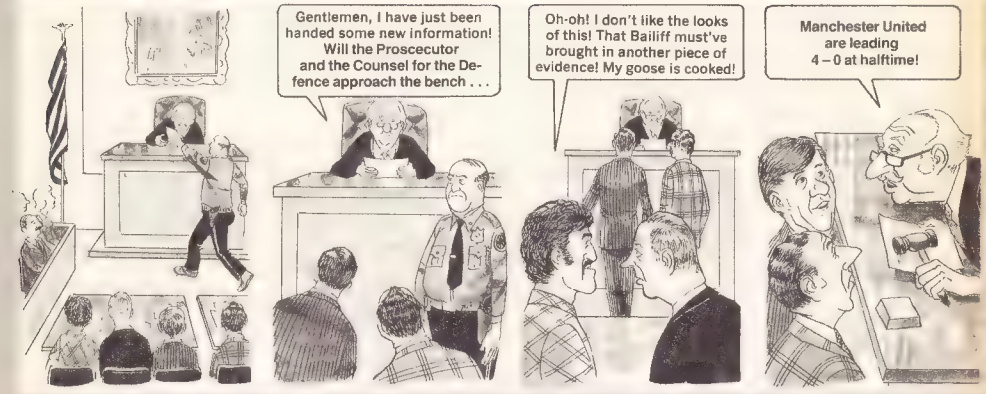
## TRADITION


This family recipe has been passed down from generation to generation . . . and now, it's your turn to receive the secret ingredients . . .
But Grandma! This tastes terrible!

## THE FAMILY


Hey, you're my Cousin Dan, aren't you! Gee, I haven't seen you in years! But I'd know you anywhere! You've got your Mother's hair . . .
. . . and your Father's nose, and your Grandmother's chin, and your Uncle Jack's eyes—
And my BROTHER'S CLOTHES!

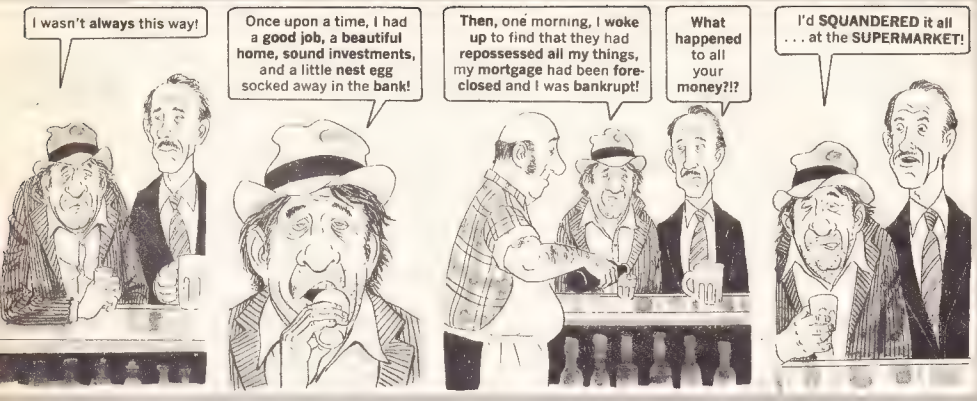
## THE LAW


Gentlemen, I have just been handed some new information! Will the Proscecutor and the Counsel for the Defence approach the bench . . .
Oh-oh! I don't like the looks of this! That Bailiff must've brought in another piece of evidence! My goose is cooked!
Manchester United are leading 4 – 0 at halftime!

## GIFT-GIVING

. . . and for being a good little girl all year, here's a little something for you . . .
Mary Lou! What do you SAY to the nice Department Store Santa when he gives you something?

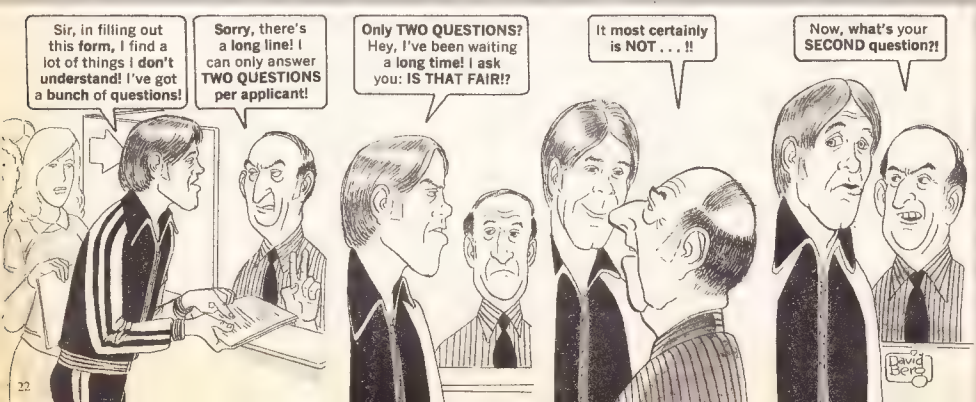
# THE ECONOMY


I wasn't always this way!
Once upon a time, I had a good job, a beautiful home, sound investments, and a little nest egg socked away in the bank!
Then, one morning, I woke up to find that they had repossessed all my things, my mortgage had been foreclosed and I was bankrupt!
What happened to all your money?!?
I'd SQUANDERED it all . . . at the SUPERMARKET!

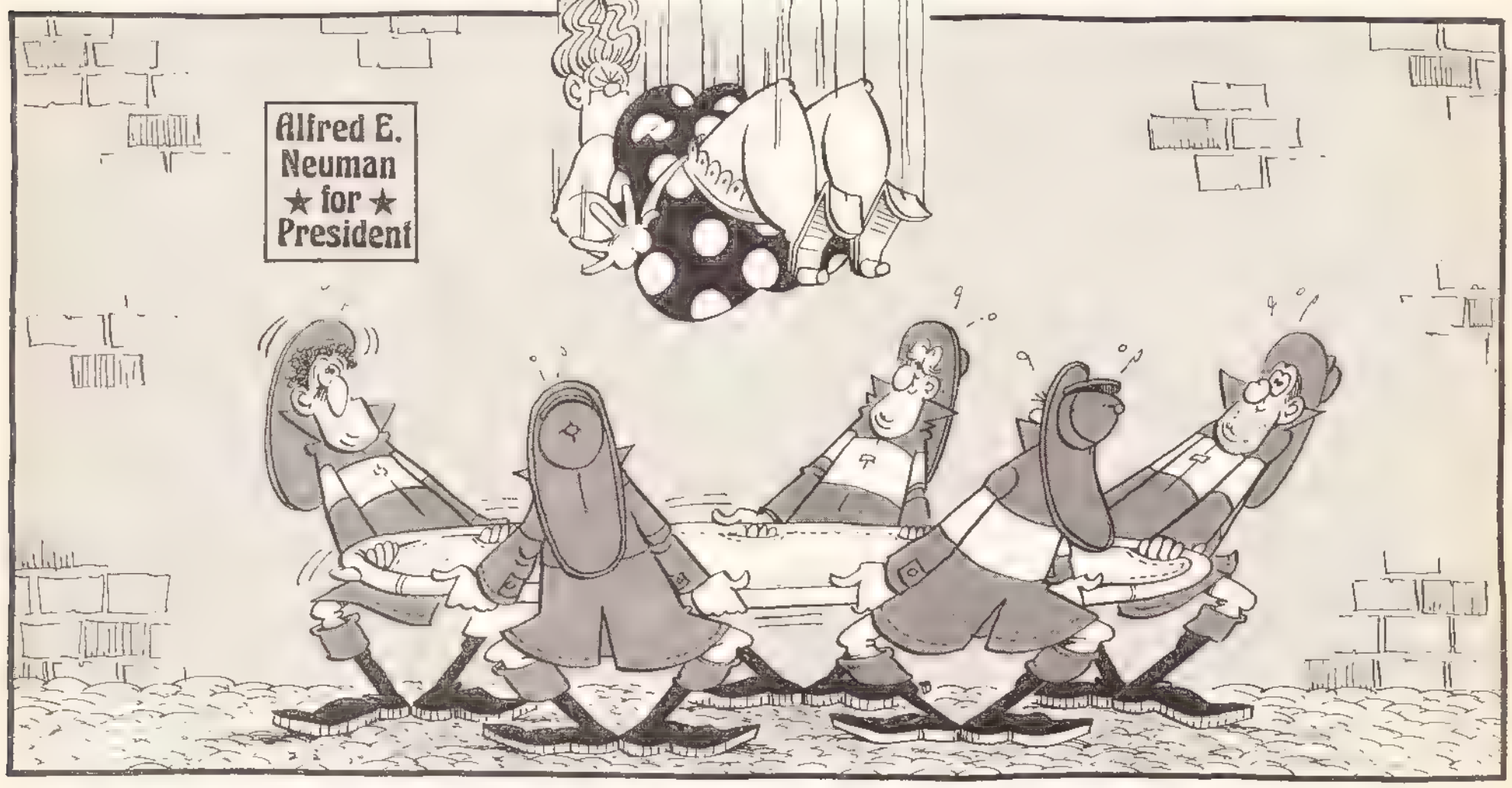
# BUREAUCRACY

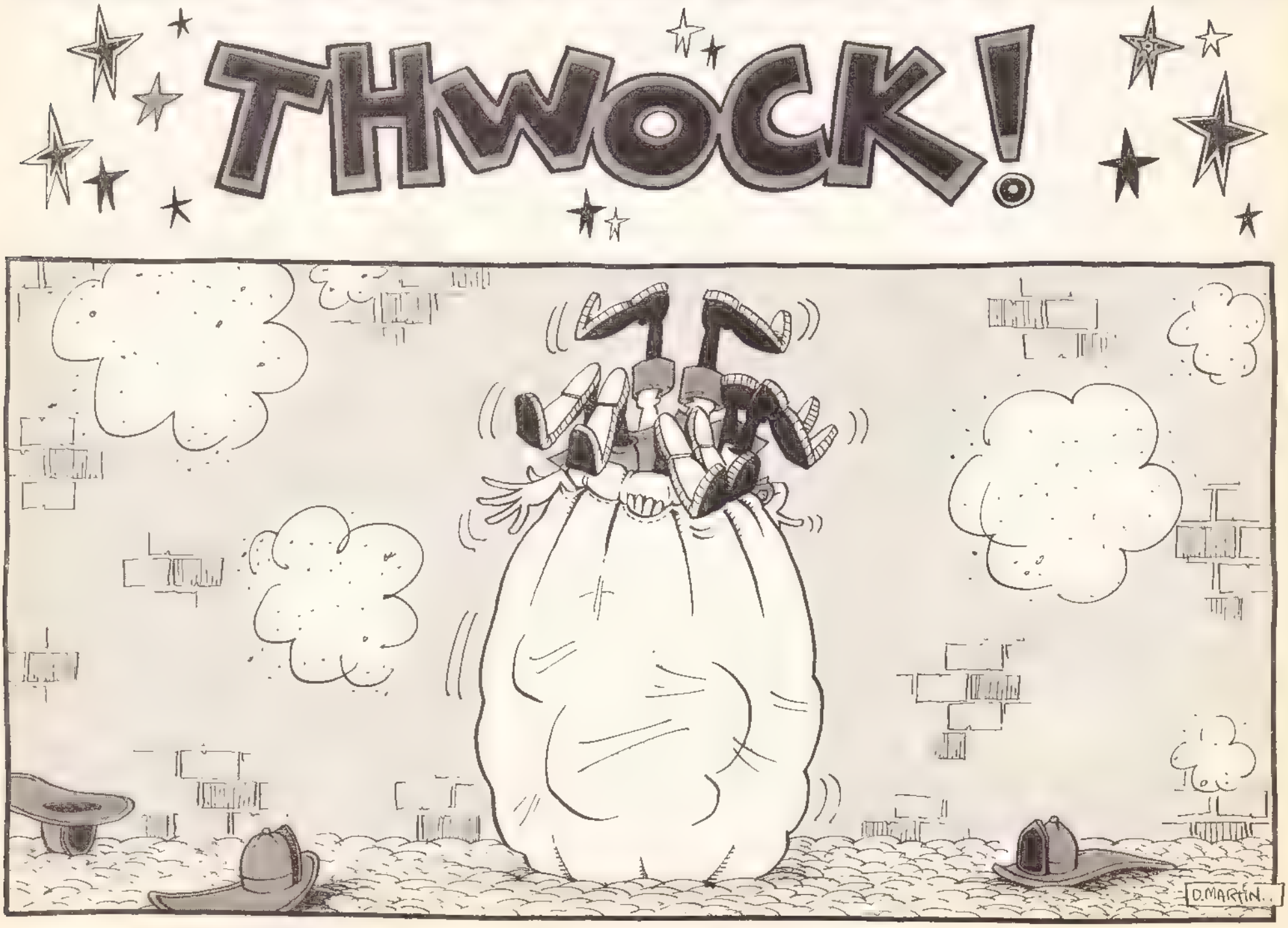
Why aren't you skating?
For one thing, I'm FREEZING! And for another thing, I don't skate so good!
YOU, on the other hand, are a fantastic skater! The way you skate backwards and make those spins is a sight to behold! You should be out there skating . . . while I sit here and admire you!
Gee! I never thought I was THAT good! In that case, I WILL go out on the ice!

# ATHLETICS


Sir, in filling out this form, I find a lot of things I don't understand! I've got a bunch of questions!
Sorry, there's a long line! I can only answer TWO QUESTIONS per applicant!
Only TWO QUESTIONS? Hey, I've been waiting a long time! I ask you: IS THAT FAIR!?
It most certainly is NOT . . . !!
Now, what's your SECOND question?!
David Berg

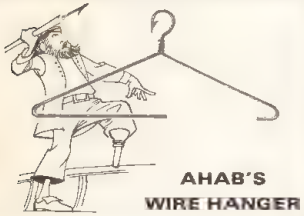
# DON MARTIN TAKES ANOTHER LOOK AT FIREMEN



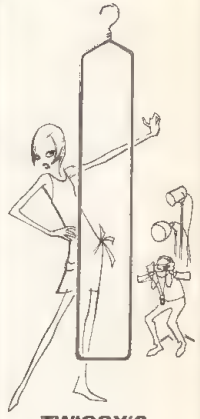
# MORE LEGENDARY WIRE HANGERS

ARTIST: BOB CLARKE WRITER: PAUL PETER PORGES WITH JOHN RIOS

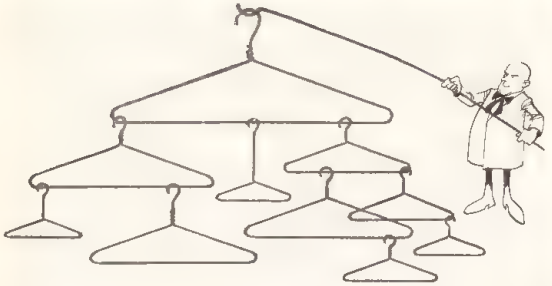


AHAB'S WIRE HANGER

VENUS DE MILO'S WIRE HANGER

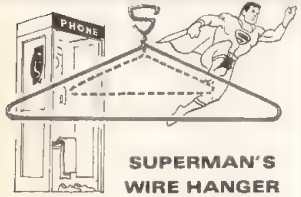


TWIGGY'S WIRE HANGER



ALEXANDER CALDER'S WIRE HANGER

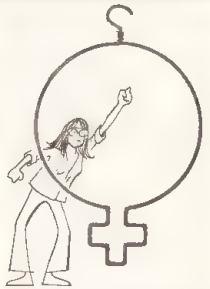
KING DAVID'S WIRE HANGER




SUPERMAN'S WIRE HANGER

HOUDINI'S WIRE HANGER

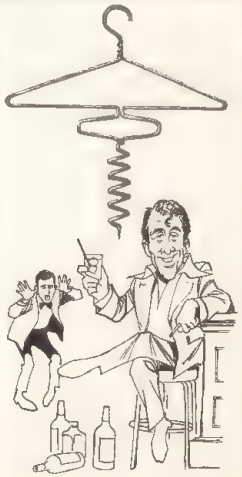
CHEOPS' WIRE HANGER



A WOMEN'S LIB WIRE HANGER

HUMPTY DUMPTY'S WIRE HANGER

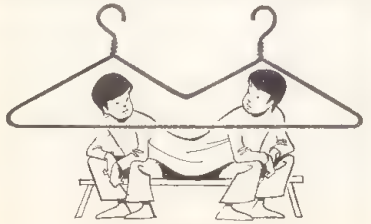
LITTLE JACK HORNER'S WIRE HANGER



DEAN MARTIN'S WIRE HANGER

SIVA'S WIRE HANGER

CONFUCIUS'S WIRE HANGER



THE SIAMESE TWINS' WIRE HANGER

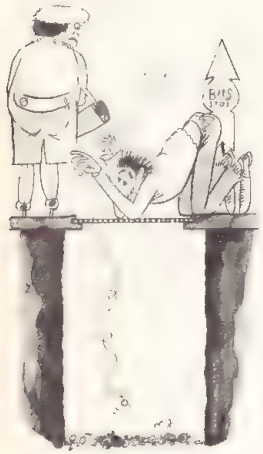
LIBERACE'S WIRE HANGER

With more and more leisure time on our hands, and (thanks to inflation) less and less money to spend on hobbies and other activities to fill that time, here is—

# A MAD GUIDE TO CHEAP PASTIMES

ARTIST & WRITER: PAUL PETER PORGES

## LOST COIN-FISHING



## SIDEWALK CAFE-WATCHING

## USED PAPERWARE-RESTORING

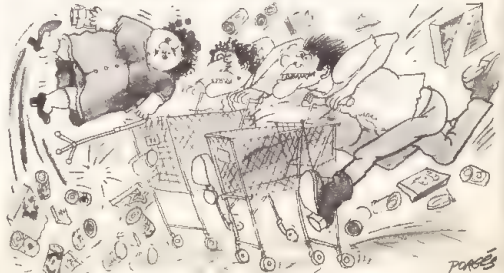
## BEARD AND MOUSTACHE GROWING AND GROOMING

## KARATE CAR-ANTIQUEING

## HOUSE FLY-COLLECTING

## PAPERCLIP JEWELRY-MAKING

## SUPERMARKET CART DRAG-RACING

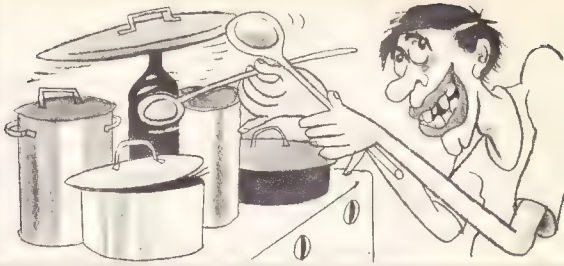


## SMOG AND POLLUTION-WATCHING

## TAP WATER-TASTING PARTIES

TRAVEL SIGN-PAINTING

KITCHENWARE TIMPANI-PLAYING



CRATES-INTO-FURNITURE-MAKING

BODY-BUILDING BY
FURNITURE-PUMPING

NOSE BOOGER-DIGGING-AND-ROLLING

MINT-CONDITION FAST-FOOD-CHAIN
PAPER NAPKIN-COLLECTING

GETTING EVEN DEPT.

When Women's Libbers or Racial Leaders or Gay Protestors talk about "Equal Rights," they usually mean Equal Rights for their own people, but not necessarily for everyone. This misunderstanding can cause big problems in a country like ours where most people belong to several different minority groups by reason of their race, religion, height, weight, occupation, personality quirks, intelligence, politics or preference for chunky-style peanut butter over plain. MAD maintains that matters won't get any better until laws exist that treat every one of these forgotten minorities equally—whether they want equal treatment or not. Here's a peek at what the future may hold.

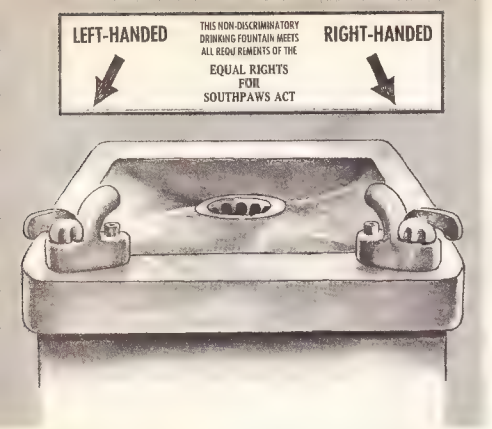
# IF WE EVER HAVE REAL EQUAL RIGHTS LAWS

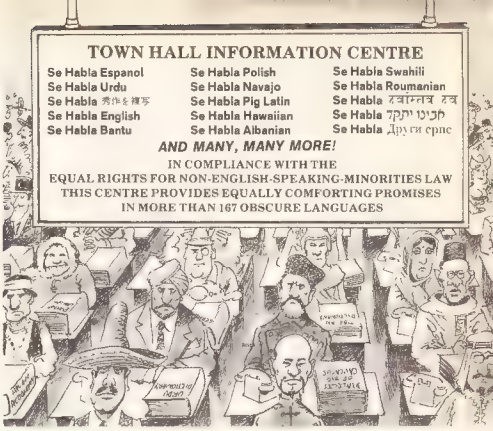
ARTIST: HARRY NORTH, ESQ.

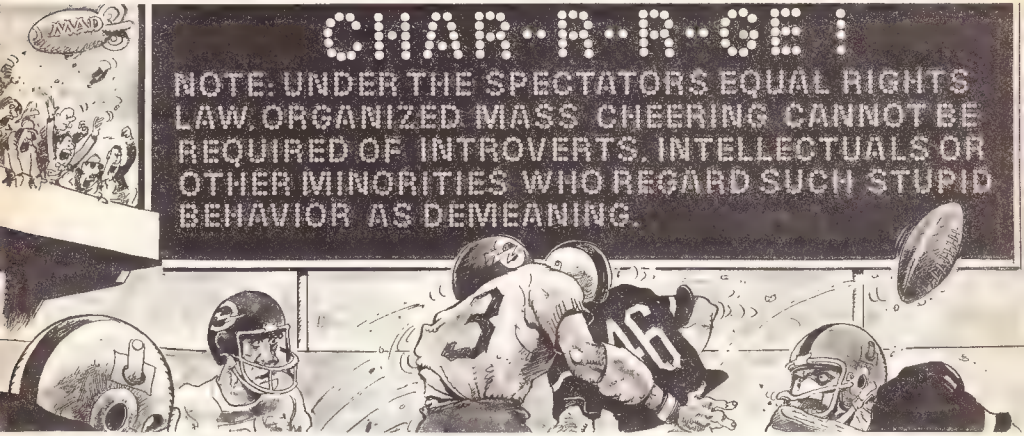
WRITER: TOM KOCH

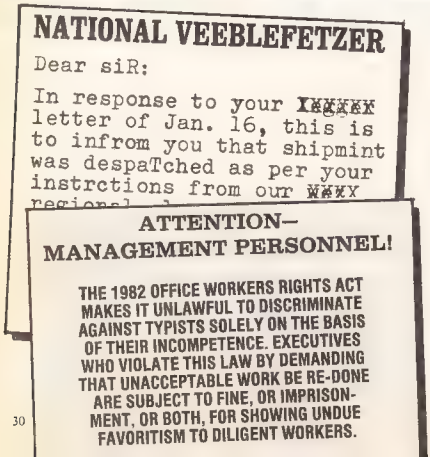
PASSENGERS WITH NO HANG-UPS
PASSENGERS WITH CLAUSTROPHOBIA
THIS AIRLINE COMPLIES WITH ALL PROVISIONS OF THE EQUAL RIGHTS FOR NEUROTICS LAW

THIS SUPERMARKET CHECKOUT AREA COMPLIES WITH THE EQUAL RIGHTS FOR PEOPLE OF ALL HEIGHTS ACT
FIVE FEET TALL OR UNDER
FIVE-FEET-ONE TO SIX-FEET-FOUR
SIX-FEET-FOUR AND OVER
11

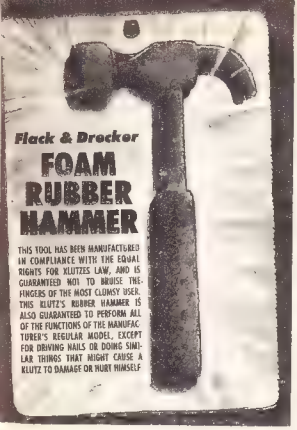

LEFT-HANDED
THIS NON-DISCRIMINATORY DRINKING FOUNTAIN MEETS ALL REQUIREMENTS OF THE
EQUAL RIGHTS FOR SOUTHPAWS ACT
RIGHT-HANDED

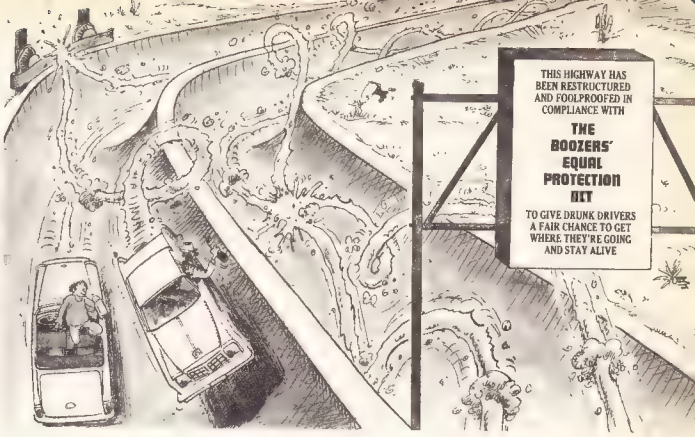

TOWN HALL INFORMATION CENTRE
Se Habla Espanol
Se Habla Urdu
Se Habla 英作を禁
Se Habla English
Se Habla Bantu
Se Habla Polish
Se Habla Navajo
Se Habla Pig Latin
Se Habla Hawaiian
Se Habla Albanian
Se Habla Swahili
Se Habla Roumanian
Se Habla ಕನ್ನಡವನ್ನು ಕಲಿ
Se Habla תכניו יתקף
Se Habla Друга епис
AND MANY, MANY MORE!
IN COMPLIANCE WITH THE
EQUAL RIGHTS FOR NON-ENGLISH-SPEAKING-MINORITIES LAW
THIS CENTRE PROVIDES EQUALLY COMFORTING PROMISES
IN MORE THAN 167 OBSCURE LANGUAGES

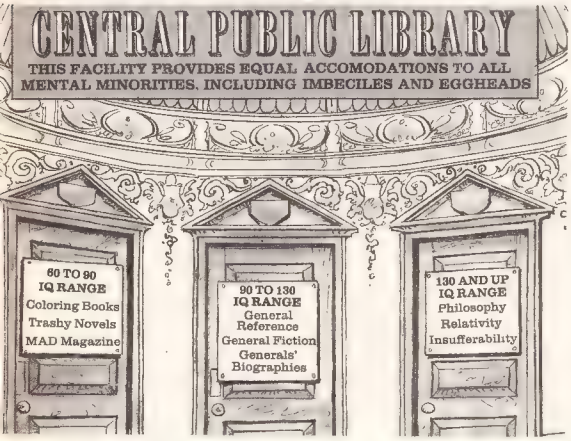

CHAR-R-R-GE!
NOTE: UNDER THE SPECTATORS EQUAL RIGHTS LAW, ORGANIZED MASS CHEERING CANNOT BE REQUIRED OF INTROVERTS, INTELLECTUALS OR OTHER MINORITIES WHO REGARD SUCH STUPID BEHAVIOR AS DEMEANING.


NATIONAL VEEBLEFETZER
Dear siR:
In response to your XXXXX letter of Jan. 16, this is to infrom you that shipmint was despaTched as per your instrctions from our XXXX
ATTENTION—
MANAGEMENT PERSONNEL!
THE 1982 OFFICE WORKERS RIGHTS ACT MAKES IT UNLAWFUL TO DISCRIMINATE AGAINST TYPISTS SOLELY ON THE BASIS OF THEIR INCOMPETENCE. EXECUTIVES WHO VIOLATE THIS LAW BY DEMANDING THAT UNACCEPTABLE WORK BE RE-DONE ARE SUBJECT TO FINE, OR IMPRISONMENT, OR BOTH, FOR SHOWING UNDUE FAVORITISM TO DILIGENT WORKERS.

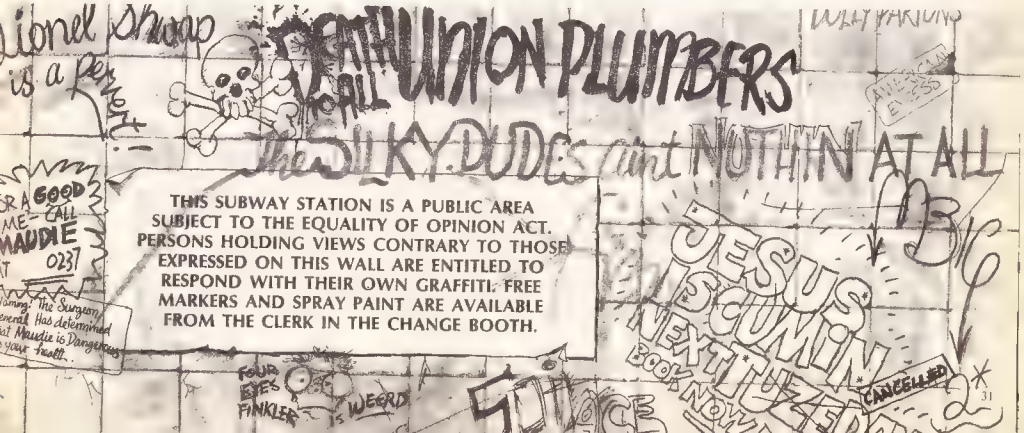
ATTENTION GIRLS!
IT IS A VIOLATION OF THE
EQUAL RIGHTS FOR UGLY GUYS AMENDMENT
FOR YOU TO DATE DESIREABLE MEN EXCLUSIVELY. SIGN UP HERE FOR YOUR REQUIRED NIGHT OUT WITH A TRULY GROSS TURKEY.


Flack & Drecker
FOAM RUBBER HAMMER
THIS TOOL HAS BEEN MANUFACTURED IN COMPLIANCE WITH THE EQUAL RIGHTS FOR KLUTZES LAW, AND IS GUARANTEED NOT TO BRUISE THE FINGERS OF THE MOST CLUMSY USER. THIS KLUTZ'S RUBBER HAMMER IS ALSO GUARANTEED TO PERFORM ALL OF THE FUNCTIONS OF THE MANUFACTURER'S REGULAR MODEL, EXCEPT FOR DRIVING NAILS OR DOING SIMILAR THINGS THAT MIGHT CAUSE A KLUTZ TO DAMAGE OR HURT HIMSELF


THIS HIGHWAY HAS BEEN RESTRUCTURED AND FOOLPROOFED IN COMPLIANCE WITH
THE BOOZERS' EQUAL PROTECTION ACT
TO GIVE DRUNK DRIVERS A FAIR CHANCE TO GET WHERE THEY'RE GOING AND STAY ALIVE


CENTRAL PUBLIC LIBRARY
THIS FACILITY PROVIDES EQUAL ACCOMODATIONS TO ALL MENTAL MINORITIES, INCLUDING IMBECILES AND EGGHEADS
60 TO 90 IQ RANGE
Coloring Books
Trashy Novels
MAD Magazine
90 TO 130 IQ RANGE
General Reference
General Fiction
Generals' Biographies
130 AND UP IQ RANGE
Philosophy
Relativity
Insufferability

CHUBBY'S ANGELS
8.00 Tonight ★ On ITV
Starring:
Two-Ton Tubbleman
Big Bertha Bitner
★★ Boom-Boom La Larde ★★
(This programme is Presented by ITV to comply with the unpleasant requirements of The Overweight Actresses Equal Employment Law)


DEATH TO ALL UNION PLUMBERS
THE SILKY DUDES AIN'T NOTHIN AT ALL
JESUS IS COMIN
NEXT TUESDAY
CANCELLED
THIS SUBWAY STATION IS A PUBLIC AREA SUBJECT TO THE EQUALITY OF OPINION ACT. PERSONS HOLDING VIEWS CONTRARY TO THOSE EXPRESSED ON THIS WALL ARE ENTITLED TO RESPOND WITH THEIR OWN GRAFFITI. FREE MARKERS AND SPRAY PAINT ARE AVAILABLE FROM THE CLERK IN THE CHANGE BOOTH.
FOUR EYES FINKLER IS WEIRD

GIVE US THIS DAY OUR DAILY DREAD DEPT.

The popular movies today deal mostly with horrible, terrible, disastrous topics—things like killer sharks, earthquakes, upside-down ships, giant apes, living dead people, and swarms of insects. All of which makes us wonder—Why make movies about such unbelievable things when there are so many everyday true-life horrors we can really relate to? Let us develop this absurd premise for you with these

# HORROR MOVIES based on EVERYDAY DISASTERS

ARTIST: JACK RICKARD WRITER: FRANK JACOBS IDEA BY: MICHAEL J. SNIDER

SUDDENLY . . . YOUR PEACE AND QUIET IS SHATTERED BY . . .

## THE INVASION OF THE TRANSISTOR PEOPLE

Don't Try To Escape! THEY Won't Let You!

STARRING:

Barbra STRIDENT Debbie BOOM Janet BLARE Helen TREBLE Pat LOUD Dorothy LOUDER & HOWL Linden

With A Special Guest Appearance By ROCK HUDSON As Gunga DIN

Miss Strident's Wardrobe by Bill BLAST

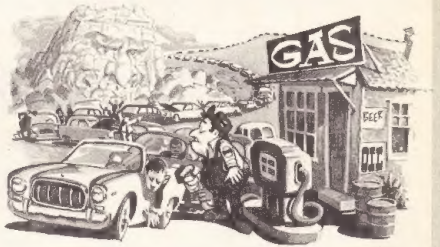
Based On A Story By Saul BELLOW

Directed By Orson WAILS

Doomed Souls, Trapped In A Terrible Hell With NO END IN SIGHT!!

SEVEN SISTERS PRODUCTIONS PRESENTS

## THE LONG GAS LINE




Starring:

Glenn FORD Chita RIVIERA CHEVY Chase CHEVETTE Mimieux MERCEDES McCambridge CADDY Grant MERCURY Morris & Deborah Car

with Maria SHELL Alan ARCO MOBIL Mercer GETTY Davis & Vittorio GASMAN Featuring Gregory OPEC

Screenplay By Mario PEUGEOT

Based On A Speech By Abraham LINCOLN

Produced And Directed By Carlo PONTIAC

Hear The Hit Song "Tanks For The Memory" Sung By Lou ROLLS

Their Watchword Is TERROR!
Their Weapon Is FEAR!!
Their Target Is YOU!!!

RELENTLESS CREATURES ON THE PROWL!

1040 PRODUCTIONS PRESENT

## THE VATMAN COMETH!

starring:

TAX Von Sydow AUDIT Murphy Irene Dun & SHECKLES Green

with:

PENNY Marshall Mike NICKELS Myron COIN & Lorne GREENBACKS

Produced by BUCK Henry Directed by David LIEN

Hear The Hit Song "Everything I've Got Is Theirs" Sung by Johnny CASH

"They've spared no expense!"—Business Week

IT'S BACK . . . To Torment You . . . Embarrass You . . . Disgust You!

F. Lee BELLY presents

UNCONTROLLABLE CREEPING HORROR!

## THE RETURN OF THE FLAB

STARRING:

Edie GOURMET Robert SNACK George GOBBLE Robert GULP

Barbara HERSHEY Ray BULGER Blythe DINNER Regis TUMMY

WITH:

Senta BURGER Oscar WEINER E. G. MORSEL Larry STARCH

Screenplay by George PLUMPTON

Based On A Story By Rex STOUT

Music By FATS Waller

Orchestra Conducted By Charles MUNCH

"Fills the screen!"—Weight Watcher's Magazine

Human Zombies In A Terrifying World Of Darkness!

PANASONIC PICTURES PRESENTS

# DEATH OF A PICTURE TUBE

THEY CRIED FOR HELP— BUT COULD THEY PAY THE PRICE?

Starring:

SONY Bono ☆ G. E. Marshall ☆ SYLVANIA Mangano ☆ Anna MAGNAVOX ☆ ZENITH Bethune

with Don KNOBS Red BUTTONS Lorretta SWITCH

and featuring Adam WESTINGHOUSE as "Black Man"

Screenplay By Gore VIDEO & Truman KAPUT

Based On A Remark By Coco CHANNEL

HE PREYS ON UNSUSPECTING VICTIMS!

RIP OFF PICTURES PRESENTS

# THE REPAIRMAN

PLUS

Featuring

Vincent PRICE ★ BILL Cosby ★ Meryl STEEP ★ James CON

With

Bert PARTS and Rod LABOR

"You'll get a big charge out of it!"

—*The Sun*

It Disappeared Into Space... Never To Return!

# THE LOST FILLING

THE MOST DEADLY KIND OF FALL OUT!

starring: Dick CAVITY ○ Monty HOLE ○ Rita GUM ○ ROOT Gordon ○ Jeff BRIDGE ○ Bucky DENTURE

Screenplay By Ogden GNASH

Based On The Book By Clare TOOTH LOOSE

From A Remark By AL CAPS

Music By Gustav MOLAR

"Hard-bitten drama that's pure gold!" —Dental Age

DON'T MISS THE EXCITING OPENING!

Their Pleasure Is Your Horror! Your Life Will Never Be The Same After . . .

CREATURES OF THE NIGHT WHO PREY ON YOU!

# THE DAWN OF THE BORING GUESTS

UNINVITED THEY COME! UNWANTED THEY STAY!

STARRING:

Arlene Michael J. Kier Alain Delores Dom Harry

**DULL • DULLARD • DULLEA • DULLON • DULL RIO • DULLOUISE • DULLEFONTE**

Screenplay By Gore **VIDULL** • Directed by Roy **DULL RUTH** • Produced By Dino **DULLARENTIIS**

You May NEVER Want To Use Your Phone Again
. . . After You've Been Put . . .

# ON HOLD

**Starring:**

| TONE | DIAL | CALL | RING |
|---|---|---|---|
| E. Roberts • | Waggoner • | Malden • | O'Starr |

| Lucille | Ruth | WAIT | & | Virginia |
|---|---|---|---|---|
| BELL • | BUSY • | Newton | | WAIT |

"A film you can really get hung up on!"

—*The Post Office Gazette*

Days Of Agony! Nights Of Torture!

CONGESTED PRODUCTIONS PRESENTS

# the bug that's going around

DRUGGED, ACHING VICTIMS WITH NO-RELIEF IN SIGHT!

IT INVADES OUR BODIES! TAKES OVER OUR SYSTEMS!

STARRING:

| AIL | | HOARSE | | Candy | | FLU |
|---|---|---|---|---|---|---|
| MacGraw | ★ | Bucholz | ★ | BARF | ★ | Ferrigno |
| Loretta | | Meryl | | CHILL | | Guy |
| SWEAT | ★ | STREP | ★ | Wills | ★ | MEDICINE |

with a cameo appearance by DRISTAN Hoffman

THIS MOTION PICTURE IS RATED "VIRUS X"

"It'll make you sick to your stomach!".

CLUB FOR SALE
1 COCONUT

CLUB FOR SALE
1 COCONUT

Jaff